



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Provide Direction with regard to a Request from Councilmember Mounce to Declare "Livable, Lovable Lodi" the Official City Motto.

MEETING DATE: March 29, 2006

PREPARED BY: City Manager

RECOMMENDED ACTION: Council direction requested. A number of alternative courses of action exist including conduct additional research; or direct that "Livable, Lovable Lodi" be agendized for action as the Official City Motto, or take no action at this time.

BACKGROUND INFORMATION: Councilmember Mounce has requested that the City Council consider taking action to declare "Livable, Lovable Lodi" as the Official City Motto at the same time it considers taking action on the display of the National Motto, "In God We Trust". Consistent with past practice, staff has placed this request before the Council for direction.

According to the City Clerk, there is no record of the Council ever acting upon the motto or slogan of Livable, Lovable Lodi. This slogan has been used by the Chamber of Commerce in marketing materials since the 1970s. According to an article published in the Lodi News-Sentinel on Saturday, September 24, 2005, the slogan has been used in brochures dating to 1951. The referenced article is attached.

FISCAL IMPACT: Unknown at this time.

FUNDING AVAILABLE: Not Applicable



Blair King, City Manager

Attachment

APPROVED: 

Blair King, City Manager

'Livable, Lovable Lodi' origin debate continues

By Jennifer Pearson Bonnett
NEWS-SENTINEL CITY EDITOR

A former Chamber of Commerce secretary remembers using Lodi's now-famous slogan, "Livable, Lovable Lodi" in brochures as far back as 1951.

Another caller to the News-Sentinel said she used the phrase in a speech during the '60s, and yet another gave credit to a former News-Sentinel columnist who worked here in the same decade.

Such was the response this week to news that no one could identify who coined the Lodi phrase. The slogan was named by a Bay Area company as No. 50 in a list of the top 50 city slogans in the nation.



Frank Johnson

Responses to Thursday's article came in via phone, via e-mail and even on foot. The message that yielded the most information may have been from Alvin Taylor of Lodi. Taylor recalled a conversation with the late Frank Johnson who, Taylor said, staked claim to the phrase. However, according to Taylor, the phrase got twisted through the years; it was originally "Lovable, Livable Lodi."

That was partly corroborated by Tom Bivins, who oversaw the chamber from 1970-1973. He said the slogan was approved by Johnson, then the chamber president, during that decade.

We were faced with the city ... not having a slogan.

”

Tom Bivins

But Bivins said it was he and a co-worker, John Ferriola, that first came up with the saying during a special project.

“We were faced with the city or the chamber not having a slogan,” Bivins said in an e-mail.

“The people were very friendly, so it was lovable. My wife and I were new residents, so we felt the power of the population and the friendliness of everyone.”

At least three other callers told the News-Sentinel that Johnson used the phrase throughout the 1970s.

But Ruth Jones, the chamber secretary during the '50s, is sure she printed it in brochures to hand out to businesses inquiring about Lodi.



Patrick Patrick

It told about the hundreds of miles of waterways nearby and the science of growing grapes.

Unfortunately, there are no copies left, according to chamber president/CEO Pat Patrick, who coincidentally said Johnson once told him he first used the phrase.

“I don’t remember when he said it, but he was the board chair in 1972.”

Patrick did find a 1958 annual report that called the city “Livable Lodi.” He added, “But there was no ‘lovable.’”

The notoriety of Lodi’s slogan was announced Tuesday putting it in the graces of Hershey, PA’s “The Sweetest Place on Earth” and Las Vegas’ “What Happens Here, Stays Here.”

Although a survey of 100 branding, marketing and advertising professionals listed “Livable, Lovable Lodi” as the 50th best city slogan in the entire nation, those Lodians interviewed this week couldn’t be sure where it originally came from.

The city clerk had no record of its beginnings and a local historian could only guess it’s been around at least 40, maybe 50 years. Mayor John Beckman was also stumped.

Without more hard evidence, it may be that mystery of Lodi’s civic slogan will never be completely solved.

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